	EC'd Yes	Rep Order#
		6830213
		Ver# 3
		Mod# 1
		3 Mod# 1 Status Confirmed
Showing Buy	Last Receive	Traffic Order# 103613
Buylines: All Lines	eceived: 06/28/2012 12:34 PM	Printed:
	/2012 12:34 PM	d: 07/02/2012 3:18 PM

Phone# Fax# Station KSNV-TV LAS VEGAS, NV.
Advertiser ().HELLER FOR SENATE
Product HELLER FOR SENATE
Estimate# Buyer NEIL WILLIAMS Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E Flight Dates 08/08/2012 - 08/14/2012 Hiatus Weeks Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#) PHILADELPHIA) AMY MCCREARY 215-568-6540 215-568-1845

- CONTRACT COMMENT -

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₹	M-TU Buyli	W−F Buyli	TV Buyli	W,F Buyli	TH Buyli	W Buyli	M Buyli	M-TU Buyli	W-F Buyli	Day
730P-8P	U 7P-730P Buyline Comment: WHEEL	. 7P-730P Buyline Comment: WHEEL	5P-630P Buyline Comment: NEWS	5P-630P Buyline Comment: NEWS	7A-9A .ne Comment	6A-7A Buyline Comment: NEWS	6A-7A Buyline Comment: NEWS	U 5A-6A Buyline Comment: NEWS	5A-6A Buyline Comment: NEWS	Time
1	: WHEEL	: WHEEL	. NEWS	. NEWS	7A-9A Buyline Comment: TODAY SHOW	: NEWS	. NEWS	NEWS	NEWS	Program
:30	: 30	:30	:30	: 30	:30	: 30	:30	:30	: 1 30 1	len
\$800.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,400.00	\$700.00	\$700.00	\$400.00	\$400.00	Rate
08/08-08/08	08/13-08/14	08/08-08/10	08/14-08/14	08/08-08/10	08/09-08/09	80/80-80/80	08/13-08/13	08/13-08/14	08/08-08/10	Dates
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\$800.00	\$2,000.00	\$3,000-00	\$1,000.00	\$2,000.00	\$1,400.00	\$700.00	\$700.00	\$800.00	\$1,200.00	Total Cost
										Daypart

Buyline Comment: FACE

1 of 3

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21 M 430A-459A Buyline Comment: NEWS	20 M 12P-1230P Buyline Comment: NEWS	18 TU 12P-1230P Buyline Comment: NEWS	17 W-F 430A-459A Buyline Comment: NEWS	16 W-F 730P-8P Buyline Comment: OLY ZONE	15 SU 7A-8A Buyline Comment: SUN TODAY	14 SA 6A-7A Buyline Comment: NEWS	13 SU 11P-1135P Buyline Comment: NEWS	12 SA-SU 5P-630P Buyline Comment: NEWS	11 W-TH 12A-1230A Buyline Comment: NEWS AFT OLY	F3X# LT Ln Day Time Program	Bastimate# Buster NEIL WILLIAMS Phone# E#	Station KSNV-TV LAS VEGAS, NV. Advertiser () HELLER FOR SENATE Product HELLER FOR SENATE	Rep Order# 6830213 Ver# 3 Mod# 1 Statu EC'd Yes
											Flight Dates Hiatus Weeks	Agency (3299 WAS	Status Confirmed
:30	:30	:30	:30	:30	:30	:30	:30	:30	: 30	i Cen) STRAT K STREE HINGTON	Traffic
\$200.00	\$425.00	\$425.00	\$150.00	\$750.00	\$625.00	\$350.00	\$1,500.00	\$650.00	\$1,000.00		08/08/2012 - 08/14/2012	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 103613 Sho
08/13-08/13	08/13-08/13	08/14-08/14	08/08-08/10	08/08-08/10	08/12-08/12	08/11-08/11	08/12-08/12	08/11-08/12	08/08-08/09	Dates	12	/CS	Prir Last Received: 06/ Showing Buylines: All Lines
h	Н	н	N	н	0	₽÷	נ	N	N	Spots/Week	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (ited: 28/2012 1
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ц	Н	ļu.k	N	.	ū	ь	Н	2	N	Total Spots	215-568-6540 215-568-1845	PHILADELPHIA AMY MCCREARY	3:18 PM
\$200.00	\$425.00	\$425.00	\$300.00	\$750.00	\$0.00	\$350.00	\$1,500.00	\$1,300.00	\$2,000.00	Total Cost	6540 1845	PHIA REARY	
										Daypart			2 of 3

Estimate# Buyer Phone# Fax#	Station K Advertiser Product	Rep Order# EC'd Yes
NEIL WILLIAMS	Station KSNV-TV LAS VEGAS, NV. Advertiser ().HELLER FOR SENATE Product HELLER FOR SENATE	∮ 6830213
S	EGAS, NV. R FOR SEN ENATE	Ver# 3
	ATE	Ver# 3 Mod# ! Status Confirmed
		Status
Agency C/P1/P2/E Flight Dates Hiatus Weeks	Agency (Confirmed
1/P2/E \$ 08/08/2012 - 08/14/2012 ks	() STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007	Traffic Order# 103613 Prin Last Received: 06 Showing Buylines: All Lines
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office (Salesperson (Printed: 07/02/2012 3:18 PM 06/28/2012 12:34 PM Lines
# 215-568-6540 215-568-1845) PHILADELPHIA) AMY MCCREARY	112 3:18 PM

3 of 3

-SALES MONTHLY TOTALS-

Report Totals: 29 / \$20,850.00

Aug 12: 2	Aug 12: 29 / \$20,850.00									
Sales Totals:	Sales Totals: 29 / \$20,850.00									
Station Total	Station Totals: 29 / \$20,850.00									,
Lines not sen	Lines not sent/rcld/rtrn: 0 / \$0.00									
-COMPETITIVE-	₽									
	Market Totals	\$90,652	CATV	%0	KBLR	%	KINC	8:0	KLAS	36%
			KTNV	18%	KTUD	<u>⊢</u>	KVCW	oγο W	KVMY	A %
			XXXX	0%						
COMPETITIVE COMMENTS-	E COMMENTS—									
NEW ORDER										
EST SHARES										
Books	NOV12									

KSNV

- CREDIT RISK -- CASH IN ADVANCE

Demos

RA35+